



Baby Food in Estonia

August 2024

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Baby Food in Estonia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate value growth, though some trading down was visible
Hipp faces more intense competition, particularly from local players
Prepared baby food registers solid current value growth in 2024

PROSPECTS AND OPPORTUNITIES

Premiumisation of prepared baby foods over the forecast period
Follow-on formulas set to register higher growth
E-commerce, along with an omnichannel strategy, will likely gain further value share

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